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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/677,153	10/02/2000	Steven J. Sculler	M&R-3.0-033-CIP	3874

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EXAMINER

RHODE JR, ROBERT E

ART UNIT PAPER NUMBER

3625

DATE MAILED: 02/11/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/677,153

Applicant(s)

SCULLER ET AL 10 SEPTEMBER

Examiner

Rob Rhode

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MW

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 January 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 75 - 112 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 75-112 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 12 December 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.
a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 12.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

Response to Amendment

Applicant amendment of 1- 14 -04 amended claims 75, 102 and 111.

Currently, claims 75 - 112 are pending.

Claim Rejections - 35 USC § 103

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 75 – 78, 80 – 82, 84 – 90, 93, 94, 96 – 103 and 111 - 112 are rejected under 35 U.S.C. 103(a) as being unpatentable over Mellgren III (US 6,085,126) in view of Arledge (US 6,535,294 B1).

Regarding claim 75 and related claims 96, 102, 103 and 111 (PREVIOUSLY PRESENTED), the combination of Mellgren and Arledge teach a method of obtaining information about a personalized product to be provided from a provider to an organization, the personalized product displaying information provided by the organization, the method comprising the provider: where Arledge teaches receiving login information identifying a first user within the organization (see at least Col 3, lines 40 – 43); and receiving login information identifying the second user within the organization, wherein the login information of the second user is different from the login information of the first user (see at least Col 4, lines 13 – 21). Regarding claim 94,

Arledge teaches a method further comprising associating a login password with the instructions, and wherein the instructions cannot be changed by the first user or second user unless the first user or the second user had provided a valid login or password

However, Arledge does not specifically disclose and teach receiving instructions over a network from a first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change; and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value.

On the other hand, Mellgren III teaches receiving instructions over a network from a first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed (see at least Abstract and Figures 3, 7 – 20); transmitting to the second user over the network the values of aspects and an

indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change (see at least Abstract, Col 3, lines 43 - 54 and Figures 3, 7 – 20); and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value (see at least Abstract, Col 5, lines 1 – 49 and Figures 1 and 2). Moreover:

regarding claim 76 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the step of transmitting includes sending the list in a web page to the second user (see at least Figures 3 and 7 – 20).

regarding claim 77 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the information to be displayed comprises graphics or text to be personalized on the product (see at least Figures 7 – 20).

regarding claim 78 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the product is a stamp (Col 3, line 45).

regarding claim 80 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the aspect includes the content of the information (see at least Figures 7 – 20).

regarding claim 81 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the aspect includes how the information should be formatted (see at least Col 5, line 33) and (82) wherein the formatting relates to one of more of the font, font size, font style, position or alignment of the information (Col 5, line 35).

regarding claim 84 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the information constitutes a picture chosen by a user (see at least Col 4, lines 23 – 25 and Figures 2, 6 – 8 and 24).

regarding claim 85 (PREVIOUSLY PRESENTED), Mellgren teaches a method further including at least one of the users modifying the instructions so as to modify whether an aspect may be changed or not (Col 5, lines 1 – 14 and Figures 7 – 10) and (86) further comprising the first user modifying the instructions so as to modify whether an aspect may be changed or not (see at least Col 5, lines 1 – 49 and Figures 7 – 20) as well as (87) further comprising the second user modifying the instructions so as to modify whether an aspect may be changed or not (see at least Col 5, lines 1 – 49 and Figures 7 – 20).

regarding claim 88 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the step of modifying the instructions comprises sending a web page to the at least one user listing the aspect to be changed and allowing the user to click a control to change

the instructions associated with the aspect (see at least Figures 7 – 20) and (89) wherein the control is a checkbox (see at least Figures 7 – 9).

regarding claim 90 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the indication is the appearance of the area for accepting user input of the value (see at least Figure 12).

regarding claim 93 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the first user and the second user are different people (See at least Figure 1).

regarding claim 97 (PREVIOUSLY PRESENTED), Mellgren teaches a method further comprising, after the step of receiving, sending a web page to the client describing the first aspect and, if the first aspect is locked then the web page displays the value of the aspect and, if the aspect is unlocked, then the web page indicates that the value of the aspect may be changed (see at least Figures 1, 2 and 7 – 20).

regarding claim 98 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein at least one of the aspects relates to the content of personalization information to be affixed to a stamp and the value of the at least one aspect relates to the content (see at least Figures 7 – 14) and (99) a method wherein the content identifies an entity (see at least Figure 13).

regarding claim 100 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the aspect relates to the formatting of personalization information to be affixed to a stamp (see at least Figures 13 – 15).

regarding claim 101 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein, if the aspect is unlocked, then the web page also displays the value of the aspect (see at least Figures 1 and 7 – 10).

regarding claim 112 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the sent data includes information relating to where the aspects are displayed on the product (see at least Figure 24).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method and system of Arledge with the method and system of Mellgren to have enabled of obtaining information about a personalized product to be provided from a provider to an organization, the personalized product displaying information provided by the organization, the method comprising the provider: where Arledge teaches receiving login information identifying a first user within the organization; receiving instructions over a network from a first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect

which may not be changed; receiving login information identifying the second user within the organization, wherein the login information of the second user is different from the login information of the first user; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change; and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value – in order to provide access limitations to information based on a user's profile as well as assigned login and password. In this manner, the access to information will be limited to appropriate individuals, which will ensure trust as well as assuring that an unauthorized individual cannot obtain the information. Thereby, the method and system will ensure trust as well as ensure that proper procedures are followed through these profile-designated privileges assigned by an administrator.

Claims 79, 83, 91, 92 and 95 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Arledge and Mellgren, as applied to claim 75 above, and further in view of Farros (US 5,930,810).

The combination of Arledge and Mellgren substantially teaches the applicant's invention as disclosed.

However, the combination does not specifically disclose and teach a method wherein the product is an advertising specialty and a method wherein the information constitutes a logo as well as a method wherein a three dimensional textbox indicates that the aspect may be changed. Nor does the combination specifically disclose and teach, a method wherein the first user and the second user are the same person or a method further comprising displaying the personalized information simultaneously with the aspect values to the second user.

On the other hand and regarding claim 79 (PREVIOUSLY PRESENTED), Farros teaches a method wherein the product is an advertising specialty (Col 2, lines 32 – 33).

Regarding claim 83 (PREVIOUSLY PRESENTED), Farros teaches a method wherein the information constitutes a logo (Col 2, lines 32 – 33).

Regarding claim 91 (PREVIOUSLY PRESENTED), Farros teaches a method wherein a three dimensional textbox indicates that the aspect may be changed (Col 2, lines 40 – 41).

Regarding claim 92 (PREVIOUSLY PRESENTED), Farros teaches a method wherein the first user and the second user are the same person (see at least Abstract).

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Regarding claim 95 (PREVIOUSLY PRESENTED), Farros teaches a method further comprising displaying the personalized information simultaneously with the aspect values to the second user (Col 2, lines 55 – 65).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Arledge and Mellgren with the method and system of Farros to have enabled a method wherein the product is an advertising specialty and a method wherein the information constitutes a logo as well as a method wherein a three dimensional textbox indicates that the aspect may be changed as well as a method wherein the first user and the second user are the same person and too a method further comprising displaying the personalized information simultaneously with the aspect values to the second user - in order to have enabled a method which permits a user to modify a printed product by incorporating various personalization features. In this regard, the user has various approaches to personalizing a product – which will increase their satisfaction as well as increase the probability that they will continue to use for future needs.

Claims 104 – 110 are rejected under 35 U.S.C. 103(a) as being unpatentable over Mellgren (US 6,085,126) in view of Varma (US 6,564,264 B1).

Regarding claim 104 (PREVIOUSLY PRESENTED), Mellgren teaches a method of receiving personalized information to be displayed on a product, the personalization

information having aspects, the aspects having values, the method comprising:
receiving locking instructions from a first user, whereby if the instructions identify an aspect as being locked, then the value cannot be changed until the aspect is unlocked (see at least Figures 7 – 20); sending values of aspects to a second user and indicating whether the aspect is locked, at least one of the aspects being locked (see at least Figures 1, 2 and 7 – 20). In addition and regarding claim 105 (PREVIOUSLY PRESENTED), Mellgren teaches a method further comprising indicating which values are unlocked during the step of sending the values (Figures 7 - 10) and (107) a method wherein the step of sending further includes placing the value in a user modifiable textbox to indicate that the value's associated aspect is unlocked (see at least Figures 7 – 12).

However, Mellgren does not specifically disclose and teach receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect.

On the other hand, Varma does disclose and teach receiving an instruction from a second user to unlock a locked aspect (see at least Abstract and Col 4, lines 8 - 34); resending the value of the prior locked aspect to the second user with an indication that the value may now be changed (see at least Col 8, lines 36 - 64); and receiving the value of the prior locked aspect (see at least Col 8, lines 36 - 64). Moreover:

regarding claim 106 (PREVIOUSLY PRESENTED), Varma teaches a method of receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect (see at least Col 8, lines 36 – 64).

regarding claim 108 (PREVIOUSLY PRESENTED), Varma teaches a method further including enabling one of the users to unlock an aspect and disabling the other user from unlocking the same aspect (see Col 4, lines 8 -34).

regarding claim 109 (PREVIOUSLY PRESENTED), Varma teaches a method further including receiving a login or password from the user (Col 8, lines 36 - 39). Please note that Varma does not specifically disclose passwords. However, Varma does disclose and teach a method that has access rights and it is old and well known that passwords would have been used to access. In that regard, it would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method of Varma with a password. In this manner, the method would have limited access to only appropriate individuals and thereby ensured more trust as well as ensuring that inappropriate individuals were making changes or comments.

regarding claim 110 (PREVIOUSLY PRESENTED), Varma teaches a method further including determining whether a user is enabled or disabled from unlocking an aspect based on the user's login or password (Col 8, lines 36 – 39).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method of Mellgren with the method of Varma to have enabled a method of receiving personalized information to be displayed on a product, the personalization information having aspects, the aspects having values, the method comprising: receiving locking instructions from a first user, whereby if the instructions identify an aspect as being locked, then the value cannot be changed until the aspect is unlocked; sending values of aspects to a second user and indicating whether the aspect is locked, at least one of the aspects being locked and receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect – in order to have provided the capabilities to control the areas within a personalized product which can be changed. In this regard, the organization can control the areas within the product, which can be personalized, and by whom as well as providing the security and access control/monitoring to designated areas to assure that the information meets a users requirements. Moreover, the method and system provide the capability of control over suppliers to ensure that the requirements are fulfilled as well as ensuring that users and suppliers have access to only the areas needed. In this manner, the organization will benefit by reducing cost

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through direct connecting of suppliers with customers – without losing control by the parent organization.

Response to Arguments

Applicant's arguments with respect to claims 75 - 112 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Rob Rhode** whose telephone number is **(703) 305-8230**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeff Smith** can be reached on **(703) 308-3588**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 308-1113**.

Any response to this action should be mailed to:

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Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal
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RER


Jeffrey A. Smith
Primary Examiner